

Meeting Documentation

NORTHWEST TEMPE PLANNING AREA Specific Area Plan – Community Meetings

Thursday, June 13, 2002 6:00-7:30 p.m.

Area 1: Westside Community Center, 715 W. 5th St., Tempe, AZ 85281

Area 3: Tempe Woman's Club, 1290 S. Mill Ave., Tempe, AZ 85281

Area 5: Tempe High School, 1730 S. Mill Ave., Tempe, AZ 85281

Saturday, June 15, 2002 10:30 a.m.-12 noon

Area 2: Westside Community Center, 715 W. 5th St., Tempe, AZ 85281

Area 4: Tempe Woman's Club, 1290 S. Mill Ave., Tempe, AZ 85281

Area 6: Tempe High School, 1730 S. Mill Ave., Tempe, AZ 85281

Participants

Attendees:

- | | | |
|-----------------------|-----------------------|---------------------|
| 1. Janet P. Anderson | 26. Mick Darley | 52. David Hanson |
| 2. Kelly Anderson | 27. Leon de Neui | 53. Jerry Hartrim |
| 3. Julia Andrews | 28. Sandy de Neui | 54. Tom Head |
| 4. Rich Bank | 29. Mike Desler | 55. Evalyn Hellman |
| 5. Trevor Barler | 30. Dave Dieriz | 56. Dottie Herchei |
| 6. Gary Beardmore | 31. Bill Doubek | 57. Fred Herchei |
| 7. Shirley Beardmore | 32. Ginny Eandstedt | 58. Thomas Hinch |
| 8. Ron Bimrose | 33. Robert Eandstedt | 59. Tom Hinchion |
| 9. Matt Boehner | 34. Kathy Ehrhardt | 60. Michael Hoffman |
| 10. Joy Bouton | 35. Rich Endmann | 61. Tom Hornsby |
| 11. Susanne Brewer | 36. George J. Essaff | 62. Geraldine Hoyle |
| 12. John Brubaker | 37. Luis Fernandez | 63. Roy Hoyt |
| 13. Burholdt | 38. Cicillia Fletcher | 64. Eric Iwersen |
| 14. Roberta Burnett | 39. Sylven Fletcher | 65. Jim Jones |
| 15. Bill Butler | 40. Bill Flowers | 66. Mary Kaczka |
| 16. Allen Carlson | 41. Carol Garner | 67. Emily M. Klett |
| 17. Bob Carmody | 42. William Gentrup | 68. Pat Konomos |
| 18. Diana R. Chambers | 43. Susie George | 69. Molly Kovaka |
| 19. Peggy Collins | 44. Becky Giobbi | 70. Jeff Kunkel |
| 20. Ralph Collins | 45. Steve Giobbi | 71. Joanne Lazette |
| 21. Bill Connelly | 46. Karyn Gitlis | 72. Matt Leonary |
| 22. Jane Crane | 47. Laura Godwin | 73. Celic Liddil |
| 23. Stephen Crane | 48. Sharon Gonwa | 74. Owen Lindauer |
| 24. Antonio Daniele | 49. Jim Grone | 75. Gary Lindsey |
| 25. Douglas Darby | 50. Justine Hall | 76. Judy Lindsey |
| | 51. Evelyn Hallman | 77. David Lucier |

Participants (Continued)

Attendees:

- | | | |
|----------------------|--------------------------|---------------------------|
| 78. Jenny Lucier | 108. Thelma Robison | 139. Mr. Vidaukni |
| 79. Bob Malarz | 109. Jane D. Rogers | 140. Mrs. Vidaukni |
| 80. Jim Malicki | 110. Becky Rowley | 141. Jan Wagner |
| 81. Joan M. Manly | 111. Chris Rowley | 142. Treva Wareing |
| 82. Ellen Martin | 112. Arnold V. Ruiz | 143. Carol M. Webster |
| 83. Bob McAdams | 113. Isabel V. Ruiz | 144. Christy Weiser |
| 84. Sandy McAdams | 114. Chuck Scheuch | 145. George Wenos |
| 85. Mac McGinn | 115. Donna Scheuch | 146. Roseann Whitehead |
| 86. K. McMahon | 116. Vira Self | 147. Edward J. Wilmowski |
| 87. Debbie Meekle | 117. Darryl Self | 148. R.E. Wineberg |
| 88. Carl Merkle | 118. Darin Sender | 149. Glen Wollenhaupt |
| 89. Tara Merkle | 119. Jennie Shafer | 150. Jeanette Wollenhaupt |
| 90. Gary Miller | 120. Jerry Shafer | 151. Michelle Wood |
| 91. John Minett | 121. Jean Sillek | 152. Ruth Yabes |
| 92. Bill Moody | 122. Allen W. Skinner | 153. Eduardu Yates |
| 93. Xavier Morales | 123. Pat Skinner | 154. Lynn Younger |
| 94. Bud Morrison | 124. Cyndi Smith | |
| 95. Lila Novia | 125. Kirby Spitler | |
| 96. Sean O'Carroll | 126. George W. Stahl, II | |
| 97. Dan O'Neill | 127. James Steele | |
| 98. Kent Oertle | 128. Robert Stegemoller | |
| 99. Tim Perry | 129. Helen Stern | |
| 100. Mike Petersen | 130. Margaret Stout | |
| 101. JoAnne Pigg | 131. Aaron Stratton | |
| 102. Mary Alice Pigg | 132. Thomas Strich | |
| 103. Carlos Posadas | 133. Dave Swanson | |
| 104. Joe Pospilil | 134. Laszlo A. Szanto | |
| 105. Tony Preese | 135. Betsy Tait | |
| 106. Mark Richwine | 136. Judy Tapscott | |
| 107. Tina Robertson | 137. G.D. Thurman | |
| | 138. Maruja Vargas | |

City of Tempe Staff:

Eric Hansen
Tim Klont
Ryan Levesque

Consultants:

Jim Boozer
Carrie Cohill
Lance Decker
Teresa Makinen
Ferne Ridley
Trisha Sorensen

Facilitation by:

Jim Boozer, Lance Decker & Ferne Ridley

Summary by:

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Trisha Sorensen
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Neighborhood Planning Office:

Please submit comments on the Specific Area Plan or requests to be part of a project area committee in writing:

Via postal mail: City of Tempe
Neighborhood Planning
P.O. Box 5002
Tempe, AZ 85280

Via website: www.tempe.gov/tdsi/NWSAP/comments

Via email: NWSAP@tempe.gov

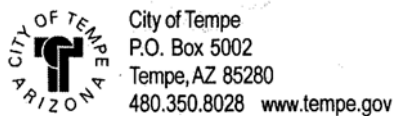
Executive Summary

The City of Tempe sponsored six community meetings to discuss the specific area planning process. Three meetings were held on Thursday, June 13, 2002 from 6-7:30 p.m. and three held on Saturday, June 15, 2002 from 10:30 a.m.-12 noon. These meetings were held at three different neighborhood locations – the Westside Community Center, the Tempe Woman's Club, and Tempe High School. The six community meetings were attended by a total of 154 people.

The objectives of the community meetings were to: 1) describe and take comment on the process to be used, 2) determine the most effective ways to increase individual participation and get information to and from potential participants, and 3) distribute the latest draft of the Specific Area Plan (SAP) and Design Guidelines.

Participants provided feedback on the planning process the City will use in completing the Specific Area Plan for Northwest Tempe Neighborhoods. Additionally, participants offered ideas on methods to get information to people who want to get involved in the planning process.

The summer will be spent in reviewing the draft of the Specific Area Plan. Written comments can be forwarded to the City via the US Postal Service, the internet, or email. Participants will be notified of dates of future meetings.



COMMUNITY MEETING

Whether you're new to the Northwest Tempe Planning Area or a long-time resident, a business owner, property owner or school representative -- join your neighbors for a community discussion on the Northwest Tempe Specific Area Plan.

Three simultaneous dialogues will be facilitated on Thursday, June 13 and Saturday, June 15 by L.L. Decker + Associates, and will include a consultant report and recommendations on the Specific Area planning process. A draft of the Northwest Tempe Specific Area Plan will be available for review and written comment.

If you require a language interpreter for any of these meetings, please contact 480.350.8028.

Front and back of one of the 7,000 postcards mailed to residents, business owners, property owners, and school representatives to notify them of the Community Meetings held on June 13 and June 15, 2002.

COMMUNITY MEETINGS

THURSDAY, 13 JUNE 2002 6:00 – 7:30 p.m.

- [1.] Westside Community Center 715 W. 5th St.
- [3.] Tempe Woman's Club 1290 S. Mill Ave.
- [5.] Tempe High School 1730 S. Mill Ave.

SATURDAY, 15 JUNE 2002 10:30 a.m. – 12:00

- [2.] Westside Community Center
- [4.] Tempe Woman's Club
- [6.] Tempe High School

Identify your area on the map below for your meeting location and date.

- [1.] north of University Dr. + west of Hardy Dr.
- [2.] north of University Dr. + east of Hardy Dr.
- [3.] west of Hardy between University Dr. + 13th St.
- [4.] east of Hardy between University Dr. + 13th St.
- [5.] west of Hardy Dr. + south of 13th St.
- [6.] east of Hardy Dr. + south of 13th St.



Northwest Tempe Planning Area

NORTHWEST TEMPE PLANNING AREA

Specific Area Plan – Community Meetings

Thursday, June 13, 2002 6:00-7:30 p.m.

Area 1: Westside Community Center - Facilitator: Lance Decker, Recorder: Trisha Sorensen, City Staff Rep: Tim Klont

Area 3: Tempe Woman's Club - Facilitator: Jim Boozer, Recorder: Carrie Cohill, City Staff Rep: Eric Hansen

Area 5: Tempe High School - Facilitator: Fern Ridley, Recorder: Teresa Makinen, City Staff Rep: Ryan Levesque

Saturday, June 15, 2002 10:30 a.m.-12 noon

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Area 6: Tempe High School - Facilitator: Fern Ridley, Recorder: Teresa Makinen, City Staff Rep: Ryan Levesque

Agenda

- I. Welcome and Opening Comments
- II. Administrivia: Data Cards, Introductions, Discussion Boundaries
- III. Presentation of Planning Process for the Next Six Months and Comments
- IV. Brainstorming: "How Can We Best Communicate with the Community?"
- V. Review of the Proposed Schedule and Final Comments
- VI. Distribution of the First Public Draft of the Specific Area Plan and Design Guidelines
- VII. Meeting Evaluation: Plus (+) ... Delta (▲)
- VIII. Closing Remarks
- IX. Adjourn

Objectives for the Meetings

The objectives for the meetings were to:

- Understand the planning process that will be used to engage residents of the Northwest Tempe Neighborhood in specific area planning over the next six months.
- Develop ideas for informing and engaging residents of NW Tempe Neighborhood in the Specific Area Plan (SAP) process.

I. Welcome and Opening Comments

Prior to convening the meetings, participants were asked to sign in. Each was provided a nametag, a fact sheet and Frequently Asked Questions (FAQ) sheet to review prior to the start of the meeting. A City comment card to forward comments on the draft SAP as well as data index cards were provided. In addition, each participant was asked to place a marker (sticky colored dot) where their home or property was located on a map available at the session. Those who live

in the designated area were encouraged to have a seat at the center tables so that they would be sure to have an opportunity to speak.

Three facilitators with the consulting company LL Decker & Associates, facilitated the six meetings held on Thursday, June 13 and Saturday, June 15, 2002 at three locations – Westside Community Center, Tempe Woman’s Club, and Tempe High School. The facilitators welcomed all participants to the community meetings being held to introduce the planning process the City will use in completing the Specific Area Plan for Northwest Tempe Neighborhoods. They explained that the facilitator’s job is to manage the meeting.

II. Administrivia: Data Cards, Introductions, Discussion Boundaries

Facilitators reviewed the meeting objectives, including the limitations on the discussion that no substantive issues were to be discussed, and the agenda. The facilitators explained how the white index data cards were to be used by participants to capture questions or ideas they had regarding the planning process. Any data cards with substantive questions or issues would be placed in an envelope to be addressed after September 15th.

The facilitators led a brief introduction of participants. Emphasis was placed on the key question to be answered by the group: “How do we reach as many people as possible in this process?”

III. Presentation of Planning Process and Comments

The facilitators then asked each of the participants to refer to their Q&A fact sheet as he/she reviewed the proposed six-month planning process. It was explained that the summer would be spent studying the First Public Draft of the Specific Area Plan (SAP) and the design guidelines. On or about September 15 we will start the substantive discussions on the SAP. Prior to that time the City will take written questions concerning the substance of the plan and design guidelines, and will try to answer the questions on a FAQ posted to their website. If anyone would like a hard copy of the SAP they can call or come over to the Neighborhood Planning office to pick one up.

Answers to any specific questions about the two redevelopment/preservation study areas would be held until September 15 to allow the City to develop the project area committees (PAC) process. The criteria for participating in the PAC will be determined by September 15 and anyone interested in participating can send a letter of interest to the Neighborhood Planning office.

Comments and Questions on the Process

The facilitators asked if there were any questions or comments regarding the proposed process. The following comments were made and questions asked. (Responses provided during the session are annotated with an “A” immediately proceeding the comment.)

- Have a clearly defined process and communicate the plan clearly. (A2-6/15)
- Make sure intent is clear for meetings. This meeting was not to discuss the plan per say (sic.) but how we can get more people involved in the open meeting process. (A2-6/15)

Comments and Questions on the Process (Continued)

- The postcard said that there would be “a community discussion on the NW Tempe Specific Area Plan”. But, the facilitator said that we are discussing the process, not the plan. This is deceptive! (A6-6/15)
- What is the overall objective of the plan? A – That will be in the planning document. (A5-6/13)
- What is the overall objective for this area? Is it to help the City, people in the area, enhance the area, what? A – Probably all of those. (A5-6/13)
- The SAP [Specific Area Plan] should be adopted into the strategic plans, then in the general plan. I’d hoped we’d create tools to get those objectives. A – The City wants to work with the individual strategic plans and any public input. (A5-6/13)
- What is the scope of planning that will be undertaken in this process? Scope should be defined before moving forward. (A4-6/15)
- Are design guidelines from strategic planning area included in staff rewrite of design guidelines? If not, they need to be. (A4-6/15)
- What form will the public input take? How will people be engaged? (A5-6/13)
- Do you just want input with words, can I draw something? A – Drawings would be fine, but hopefully they will include words to describe the drawing. (A5-6/13)
- Prepare a process description that proves to people how their input will be garnered, tracked, responded to, used, etc. BEFORE you invite to meetings. (A2-6/15)
- What is the scope of this plan? What will this plan encompass? A – You’ll receive the plan to review at the end of this meeting. (A5-6/13)
- For the third stage, who writes it and what is the feedback loop for residents? A – Community meetings will be conducted as the process goes along. There will be a second draft out to the residents. (A5-6/13)
- So the second draft will be distributed to participants of these meetings? A – Yes. (A5-6/13)
- I have a concern. Are the minutes going to be distributed? I want to be sure these comments are somewhere. A – We’ll compile the notes from all six meetings being held and they’ll be posted on the website. (A5-6/13)
- If you are going to use the web to communicate to us, then the web site must always be functional. The <http://www.tempe.gov> homepage hyperlink to this stuff is broken as of early morning on Saturday, June 17th, 2002. (A4-6/15)
- The Public Participation may be increased and enhanced by empowering the public in the development of this plan. The public outreach on the fact sheet involves the public by (1) informing them, (2) taking comment from them and (3) seeing the Council and the P&Z Commission adopt the plan. There is no commitment that public involve(ment) would lead to the development or modification of the plan. (A3-6/13)
- Rebuild trust – you’ve lost the community. (A2-6/15)
- We don’t trust our City to make a decision. (A6-6/15)

Comments and Questions on the Process (Continued)

- You go into this process understanding that the level of frustration is HIGH. Trust does not exist. People have been meeting-ed to death with no results. (A4-6/15)
- There is a terrible distrust of the Tempe City Council. There is a general feeling that the citizens of Tempe just don't count. Our opinions and wishes are just ignored. (A6-6/15)
- I find that this series of meetings has been designed to sidetrack the NW neighborhood while the Council & P&Z Committee meet separately &/or behind closed doors to develop new zoning code. This meeting smacks of "tokenism." City Council does not have reputation of paying much attention to citizen concerns. (A2-6/15)
- Need to make sure the Council follows community will as defined by publicly drafted plans? (A5-6/13)
- I'm pleased with Tempe. I've lived here five years, and they have been very responsive. (A6-6/15)
- Community wants effective participation (co-production) not to come in after the fact to comment on done deals. (A5-6/13)
- Process needs to be open and inclusive. (A4-6/15)
- Result of planning is a visual, sensual, functional place. This was what the strategic plan dealt with. What opportunities for public involvement are there at this level in the Specific Area Plan? (A4-6/15)
- Use a system which tracks comments through to conclusion and inclusion into a report. (A4-6/15)
- While highly regrettable, the "terrorist bulletin" was one incident in an ongoing conflict that has lasted 17 years in its current form. It receives far too much credence and is used to dismiss and belittle the opinions of a very broad-based group of citizens, property owners, and residents. Remove it from the process. (A4-6/15)
- Participants must feel that when they express opinions that they are not falling on deaf ears and that decisions are not pre-made. (A4-6/15)
- What about 100+ letters written during and prior to data collection, January-June 2000, regarding designation of mixed use in Maple Ash? I hereby formally submit these as substantive comments. (A4-6/15)
- Data and comments collected in prior process should be part of the comments in the new December 1999-June 2000 strategic planning process. (A4-6/15)
- Explain that SAP becomes adopted by reference in the General Plan and that if it (they) carry weight of law. Explain how this affects how zoning can be changed. (A4-6/15)
- Communicate to all participants that if they don't participate in this process, they forfeit their voice. (A4-6/15)
- Are any developers here? (A4-6/15)
- Keep developers out of the planning process. (A4-6/15)

Comments and Questions on the Process (Continued)

- Thematic based education. Make the education process thematic based – base on key issues identified in NSP’s, i.e., NSP issue-concern-strategy-SAP. (A4-6/15)
- The starting point for the entire process should be the point of departures in the NSP and SAP. (A4-6/15)
- Synchronizing the various planning processes so that we don’t have the city playing the second half of the planning game while we’re still in the locker room. Chalk talking strategy fro a citizen perspective. (A4-6/15)
- Are people here today who did not take part in the strategic planning process? (A4-6/15)
- Are any critics of the strategic planning process here? (A4-6/15)
- Is this process a PAAB Board retread and what will assure that citizen’s wishes will not be “overlooked” or dismissed by the Mayor or City Council. (A4-6/15)
- All stakeholders need to be represented at all meetings. (A4-6/15)
- Participants will not be engaged unless they are empowered. We need to convince people why they should participate. (A4-6/15)
- Residents, not just owners’ input needs to be included and valued. (A4-6/15)
- How will this process restore the “positive and creative” spirit that lead to the initiation of the strategic planning process. We should not have to participate just to “defend” our neighborhoods. But rather, participants should feel that they can initiate positive change with this process. (A4-6/15)
- Ensure participants will be co-producers. (A4-6/15)
- Assure people that this is a meaningful process. That this will have impact instead of simply going through the motions. This process now seems meaningless in light of its lateness with zoning code rewrites. (A4-6/15)
- To make the process easier and attract more homeowners to the discussions, “boil down” the SAP, Projected Land Use map and Design Guidelines (or other relevant documents) into a couple of paragraphs each from the City’s point of view and allow the same from the affected neighborhood’s point of view, along the lines of ballot issues (e.g., recent smoking in restaurants issue). This will have the value of clarifying the major issues of debate and reducing or uncomplicating all the detail of these documents into major points. This will have a positive effect on this process and the desired result of getting more community involvement. (A4-6/15)
- Define “substantive comment.” Who will make decision about viability of comment before yes/no response? (A4-6/15)
- Create a process that will integrate the SAP, the Zoning Ordinance rewrite, the Pedestrian Overlay District, the Redevelopment/Historic Preservation Study Areas, and the Historic Districts. (A4-6/15)
- There are other processes running concurrently, zoning re-write, traffic, etc., we need to be educated on those as well. (A6-6/15)

Comments and Questions on the Process (Continued)

- One process. Let's have one process. Make all stakeholders come to the process. Limit or eliminate "back-door" or "secret" processes. Why did the city divert from the strategic plan? Because they say there are those with interests in the area that voiced opposition to elements. Why didn't they participate in the facilitated process before? What will prevent this with this process? (A4-6/15)
- You said there will be discussions of the plan after September, will there be more meetings? A – We're looking for your input into that. (A6-6/15)
- What assurances do we have this will happen? (A6-6/15)
- How do we reach consensus in a large group? A – The same as here today, there is negotiation and mediation. (A6-6/15)
- We've been to all these meetings, and the City is going to go ahead and do what they want, aren't they? A – I'm describing our process that will be used for the specific area plan. (A6-6/15)
- Are we talking about a specific plan? A – This meeting is about the planning process. (A6-6/15)
- What does the plan contain? A – What do you want to see? (A6-6/15)
- Will it include traffic, etc. A – That will be in the specific plan. (A6-6/15)
- The card we got says we're going to discuss the specific area plan, but now we're not. (A6-6/15)
- We've been to other meetings, like traffic calming. It's very frustrating. They think a white line is a bike lane. (A6-6/15)
- We're coming in here because of frustration, with the process, and with a multitude of meetings. (A6-6/15)
- This originally started in '97 or '98, where they developed strategic plans, then from that was supposed to be the specific area plan. I think that was all "bird caged". (A6-6/15)
- Did the mailers you sent out go to owners or renters? A – Both, about 7,000 were mailed out. (A6-6/15)

Comments and Questions on the Project Area Committees (PACs)

The following comments were made and questions asked regarding the Project Area Committees and their role in redevelopment. (Responses provided during the session are annotated with an "A" immediately proceeding the comment.)

- Community needs to determine the process of appointing members to the PAC. (A5-6/13)
- How will PACs be formed – very specifically? (A5-6/13)
- Who would serve on this Project Area Committee that would adopt this plan? (A4-6/15)

- What is the process? How will “comments” be integrated? (A5-6/13)
- What do you see as the difference between involvement and co-production? (A5-6/13)
- What’s the difference between the City’s “professional opinion” and paid planners of previous NSPs? (A5-6/13)

Comments and Questions on Facilitation of Meetings

The following comments were made and questions asked regarding the use of facilitators in the proposed process. (Responses provided during the session are annotated with an “A” immediately proceeding the comment.)

- I think outside facilitators add unnecessary confusion to (the) city planning processes. I would rather deal with people who work with/for the city. (A2-6/15)
- Use dynamic, energizing facilitators. (A2-6/15)
- Make sure facilitators are skilled and experienced at soliciting input; they should know the do’s and don’t of the business. For example, do not respond negatively in a brainstorming session. (A4-6/15)
- A good facilitator repeats question asked by participants. A good facilitator repeats comments and concerns expressed by participants. A good facilitator does not express an opinion about a question, comment, or concern. (A4-6/15)
- Have a City representative that can answer substantive questions. (A2-6/15)
- Make sure there are people (staff) at meetings who can answer questions (substantive) about the plan, the process, and the history. (A4-6/15)
- We need people at future meetings who can educate us on the history and some of the definitions. (A6-6/15)
- There needs to be “planning exercise” at these meetings. (A4-6/15)

Comments and Questions Regarding Neighborhood Involvement

The following comments were made and questions asked regarding how neighborhoods and residents might get involved with planning. (Responses provided during the session are annotated with an “A” immediately proceeding the comment.)

- I am here because Im [sic.] interested in preserving residential neighborhoods from encroachment by developers for commercial or high density housing. People need to have a reason to come to meetings. Will they just be given information or (will they) have an opportunity to influence the outcome. So far we haven’t been given any information. (A3-6/13)

- I live on 16th Street and they are putting in bigger water lines and electric lines, why? We're landlocked. (A5-6/13)
- The Holdeman Neighborhood was strong about including the south side of Broadway. We brought this up at the strategic planning meetings and the SAP meetings two years ago. I'm very concerned. (A5-6/13)
- We need to include the area south of Broadway. (A5-6/13)
- It's poor practice to divide streets down the centerline. (A5-6/13)
- Need to include the dairy, they are a concern. They've been granted a number of variances that the neighborhood probably would not support. (A5-6/13)
- No more development in Maple-Ash neighborhood. (A4-6/15)
- City to identify what Maple Ash Redevelopment means. Can owners overturn the redevelopment? Does the redevelopment overrule zoning? (A4-6/15)
- Can, as Bonnie Richardson said, redevelopment study areas be done away with. If so, is this decided in the SAP process? (A4-6/15)
- What role do retail owners have in this process? (A4-6/15)
- What is a redevelopment area? Why do we need a redevelopment area? What tools does a redevelopment area give the City? The citizen? (A4-6/15)
- Do we or any of the other groups you have facilitated, look like the "angry bunch of kooks" that special interests (who have the Mayor's and Council's, etc. ear) have portrayed us in the newspaper and editorials? The true angry few are driving the process and not in meetings like this one. (A4-6/15)
- Do the dots on the map today represent where people live and/or properties owned? What is it supposed to represent? (A4-6/15)
- Will participants be engaged in planning for public works "re-investment" projects in their neighborhoods? (A4-6/15)
- Paramount to the process is inclusion of decision makers (City Council members, Planning and Zoning Commission members) at each meeting and throughout the process. (A4-6/15)
- Can this process overturn the established redevelopment/preservation area? (A4-6/15)
- Keep groups for meetings integrated, i.e., business representatives with residents with property owners, with renters. (A4-6/15)
- How can the neighborhood have a voice determining the direction of zoning ordinance, general plan, transportation plan, pedestrian overlay, which all affect the final result in this SAP? (A4-6/15)
- How will this process balance the needs and concerns of our neighborhood with being an economic engine of greater Tempe? (A4-6/15)
- Need to know status of neighborhood preservation. Will this process help or hurt this effort? (A4-6/15)
- Can zoning be changed as part of the redevelopment plan? (A4-6/15)

- In the last bullet on the fact sheet, why is Maple-Ash on a parallel path? Will an independent third party be only for Maple-Ash? A – We are the independent third party. (A6-6/15)
- We need to know what's going on with that as well. (A6-6/15)

IV. Brainstorming: “How Can We Best Communicate with the Community?”

The facilitators asked the group, “What is the best way to communicate with the most people in your community for any future meetings or information? How can we notify others that this draft Specific Area Plan (SAP) is available to be reviewed?” The following comments were received:


What comments do you have regarding current meeting notification methods?

- Add email contact on all mailers. (A3-6/13)
- Send postcard notices at least two weeks in advance. (A3-6/13)
- Stop the “door hanger” advertisements! If you’re not home for several days, the “white flags” announce that to everyone! (A3-6/13)
- Leave fliers on each door, or send information in the mail. Most are very apathetic. Most don’t even vote. (A1-6/13)
- Neighborhood awareness door hangers. (A1-6/13)
- Door hangers that are enticing. (A1-6/13)
- Make sure that posters are strategically placed around the neighborhood to get more people involved. (A3-6/13)
- Continue mailers/emails with clear agendas. (A2-6/15)
- Continue to send mailers, but include more details about the agenda of the meeting. (A2-6/15)
- The mailings you currently do are very effective. (A5-6/13)
- Word meeting notices in a way that emphasizes importance of process. Avoid dry legalese and bureaucratic “BS.” (A4-6/15)
- Make sure the same information about the meetings is announced in the newspaper and on the website for Tempe. (A2-6/15)
- Mailing works for property owners. This area has a large portion of renters who might be better informed by internet. (A2-6/15)
- The mailings are very effective. (A6-6/15)

- Better signage for meetings. (A6-6/15)
- Need to include a telephone number for directions to meetings. (A6-6/15)
- Minor point: People like to see more “warm & fuzzy” invitations so they feel they are going to something important to their property. The mailer looked too “official” for the average owner. (A2-6/15)
- Communication? 1. Tempe web site. 2. Direct mailouts 3. water bill flier (sic.) (A2-6/15)
- Put something in the water bill, you could do only one mailing to the 85281 zip code. (A1-6/13)
- The newsletter with the bill, Tempe Today, might be a good idea. (A6-6/15)
- Pls. provide (2) weeks notice of mtgs. (A2-6/15)
- Should send out mailings 1-2 weeks prior to the meeting. (A5-6/13)
- Send them an invitation by mail a month in advance. (A1-6/13)

What ideas do you have to improve meeting notification?

- Personally addressed letter to each person who has attended any of the planning meetings (by sign-in sheets). Contents may include Q&As, web site, phone numbers, etc. If “return service” is used, “move outs” may be determined. (A3-6/13)
- Very informative letters. (A1-6/13)
- Tempe Public Library (A5-6/13)
- Tempe Public Library. (A6-6/15)
- Newspaper. (A1-6/13)
- Papers, news article - don’t bury it in the legal notices. (A5-6/13)
- Something in the East Valley Tribune, Tempe is noticeably absent from it usually. (A6-6/15)
- Use the freely distributed Downtowner newspaper to announce meetings or post information. State a phone number or place to get more information. (A3-6/13)
- Television. (A1-6/13)
- The Council Meetings on Channel 11. (A6-6/15)
- Use other media in getting information to potential planning participants – public radio, public TV. Lance and/or some participants might be interviewed on media program. (A4-6/15)
- Something on public radio. (A5-6/13)
- Lance could do a piece on KJZZ to talk about public planning. (A5-6/13)
- Need to include business people. (A5-6/13)

- Can homes that are recently sold be included? What about including or giving it to some of the realtors to inform the new homeowners? (A5-6/13)
- Invite ASU, the hospital, and the Rio Salado Commission. (A5-6/13)
- 
 - Information stake-signs 1 week before meeting. (A3-6/13)
 - (Notify people of these meetings) through the water/sewer bills. Designed in a way that people will read rather than throw [sic.] away. (A3-6/13)
 - Telephone survey. (A2-6/15)
- Flyers. (A1-6/13)
- Send out flyers regarding the SAP asking residents to log onto the Tempe web site, and enter their e-mail, so you can receive e-mailed updates on the process, meeting dates, etc. (A1-6/13)
- Mailings. (A1-6/13)
- Post cards from city to neighborhoods for meetings scheduled. (A1-6/13)
- Post card mailings posing the concerns in question format. (A1-6/13)
- Mail cards – bright colors. (A1-6/13)
- Use post cards from the city. (A1-6/13)
- Mail out questionnaire (sic.) to residents or affected parties. (A2-6/15)
- Put up notices on neighborhood or community bulletin boards...public parks & pools. (A2-6/15)
- Door to door visits. (A1-6/13)
- Door to door and look for owner occupied. We are mostly rentals. (A1-6/13)
- HOA and tenant association meetings. (A1-6/13)
- Tell them about meetings. (A1-6/13)
- The Neighborhood Advisory Commission is an effective way to communicate. (A6-6/15)
- Neighborhood meetings. (A1-6/13)
- Neighborhood association meetings. (A1-6/13)
- Engage neighborhood associations to promote why people should care about a SAP. (A4-6/15)
- Don't rely on neighborhood associations to get notice out. (A4-6/15)
- House meetings. (A1-6/13)
- Neighborhood groups should hand deliver to the residents and hold face-to-face conversations. City should support by providing maps and copying costs. (A1-6/13)
- The process used should be a way to develop long-term neighborhood group communication among residents. (A1-6/13)
- Advise when decision making sessions are planned so BUSY progressive people can

participate to insure PROGRESSIVE ideas are balanced against the NEGATIVE majority voice. (A2-6/15)

- Pls. fax/e-mail notices of mtgs. to those who request it. (A2-6/15)
- Put a column on the sign-in sheets for e-mail addresses. Use e-mail addresses for notifications and communications. (A4-6/15)
- Develop an e-mail phone tree. (A1-6/13)
- Could you send bulk e-mail? Ask if people want to be on an e-mail list. (A6-6/15)
- Create a webpage link on city's site that can show the plan & design guidelines. Also provide a comment box online so questions can be answered in between meetings. (A2-6/15)
- Put full text of draft on the website. A – That is already being done. (A5-6/13)
- Establish an area on the City's website for discussion of this process. Perhaps a dialogue via the website could get more people more involved. (A2-6/15)
- Have web site allow subscribing to email updates of specific web site areas. (A2-6/15)
- Pls. put all written minutes and question(s) and answers on website. (A2-6/15)
- Post all comments as received to web site with City responses as well. (A2-6/15)
- How about a "Westside Chatroom" on the internet. (A2-6/15)

What content might encourage people to participate?

- When you send out postcard, put "resident" instead of the name, so it won't be returned. A – We currently have it say "neighbor". (A5-6/13)
- When sending out mailers and hanging posters be sure that they mention not just the location where the meeting will be held, but also where people can park. If its frustrating for people to figure out where they can park they may not attend the next meeting. (A3-6/13)
- To increase meeting attendance in September for planning comments, the city might consider offering free food of some sort. (A2-6/15)
- Meeting agenda should be included in mailing so people can think about items to be discussed beforehand. Timelines should also be included. (A2-6/15)
- Should be something on the mailer saying how this will impact the neighborhood to get more people to these meetings, and encourage us to invite our neighbors. (A6-6/15)
- Establish an agenda for meeting. Allow participants to add to agenda – up to 24 hours before meeting. Post agenda at website. (A2-6/15)
- Create a process which actively and creatively engages participants once in a meeting. (A4-6/15)
- Help people understand why we have a process. (A4-6/15)

- Explain why anyone should care. Top of education objectives. (A4-6/15)

What new ways might we use to involve residents?

- Contact and involve the school and churches. (A3-6/13)
- Through students in schools, send things home. (A5-6/13)
- Churches (A5-6/13)
- PTA Meetings at Scales and Gililand. (A2-6/15)
- Tempe High School is on 12-month calendar. Involve students in class projects, as well as public meetings. (A3-6/13)
- Need to do some advance distribution of the draft plan in August when school is back in session. (A5-6/13)
- To get people involved:
 1. Serve refreshments.
 2. Door prizes (A3-6/13)
- Please include landlords in process. I was not! (A3-6/13)
- People who rent out property have to fill out and file a notice to the city or state. It is also a way to notify of any problems with the property if the owner lives out of town/state. (A4-6/15)
- Promote single-family owner-occupied homes. (A4-6/15)
- “No assemblage” of single family lots for higher density. (A4-6/15)
- There are two wholly related concepts for public involvement: a) getting people to meetings, and b) engagement at the meetings once they are in attendance. (A4-6/15)
- No commercial encroachment into the neighborhoods. (A4-6/15)
- Education workshops should be a major focus for the summer and co-sponsored by neighborhood groups, New Town, and the City of Tempe. (A1-6/13)
- Bring decision makers (Mayor, Council Members) to demonstrate commitment to participants. Without their commitment why should one participate? (A4-6/15)
- To include the most people let us vote on the CAC Reg rewrite on Nov. 5 Ballot. (A3-6/13)

How can we schedule and locate our meetings to encourage participation?

- Schedule meetings so that they do not conflict with Diamondback Baseball games (and major holidays). (A3-6/13)

- Don't hold the meetings at the Tempe Women's Club. Parking is a problem here! Have the meetings at Gililand School. (A3-6/13)
- Do Not have the meetings at 6:00 p.m.! Working people are just barely getting home, & don't have time for dinner. (A3-6/13)
- Workday Mtgs: If meetings take place at night, pls. put late enough to allow parent(s) to get home & feed kids before mtg. 7-8 p.m. (A2-6/15)
- It might be beneficial to have a separate meeting to address the issues the people have that attended all of the strategic plan meetings. They have different concerns that should be address(ed). (A3-6/13)
- Scheduling supplemental small-group process meeting during the summer. Restrict to affinity groups.
 - Residents only
 - Business operators only
 - Landlords only
 - Etc.
 Restrict by areas (1 to 6). (A3-6/13)
- Small meeting size is a good idea. So people are encouraged to respond. (A2-6/15)
- If PAC's will not form until Sept. 15th, needs to be delay in beginning of 6-week period of time to form/submit comments(s). (A2-6/15)
- People want process and timeline for how/when PACs will be formed NOW, not Sept. 15th. (A2-6/15)

How might we configure community meetings to get a better result?

- Keep Sunset/Riverside together. Our interest(s) are consistent and we don't want to be separated. It's cumbersome to go to both meetings. (A2-6/15)
- NW Tempe needs to know what is going on in other sections of town as well. (A6-6/15)

V. Review of the Proposed Schedule and Final Comments

The facilitators reviewed the proposed schedule listed on the fact sheet then asked the group, "Do you have any final comments on the process and schedule?" The following comments were received:

- People need to believe what they say will be listened to. What is the guarantee? Where is the accountability? The City did not follow through in the past. A – We have put together a process we believe will work and provide the feedback loops the community needs. This way they'll see what they said in this meeting posted on the website, as well as any other comments. It's up to the community to make sure if something is not following the process as we've lined it out to call us out on it. (A5-6/13)

- How long will LL Decker be here? How long is your contract? A – End of December. (A5-6/13)
- Will a third party facilitate the Specific Area Plan (SAP) process? (A1-6/13)
- Who is going to mediate between the City and the community? (A4-6/15)
- How will we reach resolution on issues, vote, consensus, what? How will decisions be made? (A5-6/13)
- Will there be a vote of this group? (A4-6/15)
- There should be at least one big meeting bringing everyone together. (A4-6/15)
- Will there be additional meetings before September 15th? And will be meet in a larger group ever, I think it is critical. (A5-6/13)
- Issue name tags to only residents of meeting area. Only those with tags are recognized to speak. (A4-6/15)
- Some people who live in the neighborhood did not get a card for this meeting. (A4-6/15)
- There is a clear need to meet as a neighborhood and also as a larger neighborhood. I want to know now that will happen. (A5-6/13)
- We expect the Specific Area Plan to correlate with our strategic plans. The City should say this is what's in the strategic plan, this is how the Specific Area Plan speaks to that. (A5-6/13)
- Folks should also know there are other planning processes going on as well, there is a zoning re-write going on and this process needs to accommodate that as well. (A5-6/13)
- Why were these areas selected? (Answer from one participant: community was concerned about the future of the area and asked the city for assistance to plan their future. The city provided grant money and assistance. Parties from the community came together and created a strategic plan.) (A1-6/13)
- Can the Redevelopment Study Area be overturned by this process? (A4-6/15)
- What does zoning mean to redevelopment? (A4-6/15)
- Make sure the starting point is the plan that the community has already drafted. (A1-6/13)
- How come the process that was used for a long-time is no longer used? (A1-6/13)
- We've already put a lot of work into this. Past work should be used as a point of departure. (A4-6/15)
- How do we get effective participation in the design phase instead of asking for our involvement after the fact? (A1-6/13)
- How many copies of this plan has the City made? If we got some volunteers to give one to every homeowner, could we do that? A – We've made 200 currently, we're encouraging the use of the internet. (A5-6/13)
- What about the design guidelines? Are those download-able? A – Yes. (A5-6/13)
- What about realtors? It should be their obligation to inform new homeowners. (A5-6/13)

- This meeting was one hour and 20 minutes into the meeting and yet no mention of what your planning company is proposing for the area of Maple and Ash. Is this plan a surprise or secret? A lot of time spent on introductions (anyone at the meeting has an interest). Please in future meetings get to the proposal. This should be a meeting for what city and or planners are proposing to change the multi-family zoning to. Not a marathon of conversation of your voice of valuable time and never discuss the plan – I left at 11:45 a.m. (A4-6/15)
- Rough start. Started meeting early! Bluster and discussion about Lance’s world, the infrastructure of the meeting – not substantive and a waste of my time. If you don’t know what the city does, how they will coordinate the plans, then this effort seems futile. You should come to this meeting knowing what the city’s needs and intentions are and then inform us about them as well as finding out our needs and intentions. How does a person who dislikes meetings bear sitting through them, especially when we do not have a copy of the plan in our hands. It should have come to us by mail with time to examine it before the meeting. Some people want NW Neighborhoods to be called a historic district, but it would be too hard to repair the properties. (A4-6/15)

VI. Distribution of the First Public Draft of the Specific Area Plan and Design Guidelines

The facilitators then distributed the draft Specific Area Plan and Design Guidelines to the participants. The facilitators reminded people that this is the first SAP in Tempe, and has served as a learning process. The document was a collaborative effort and will be evolving from citizen input, legal review, new planning documents in process, etc. It was requested that people take only one copy for each family unit.

The participants were asked to review the plan over the summer and if they had any comments on the plan they could forward them in writing in one of four ways: 1) Via comment cards provided at community meetings or the Neighborhood Planning Office, 2) Online at www.tempe.gov/tdsi/NWSAP/comments, 3) Via email to eric_hansen@tempe.gov, and 4) Via postal mail to City of Tempe Neighborhood Planning, NWSAP Comments, P.O. Box 5002, Tempe, AZ 85280. This information is listed as the last item on the City of Tempe Q+A Fact Sheet participant handout.

VII. Meeting Evaluation: Plus (+) ... Delta (▲)

Given the entire session... from the time participants first arrived until right now... evaluate the meeting using a “plus...delta” technique. A “plus...delta” meeting evaluation asks the group the following questions:

Plus (+): “What did we do right at the meeting? What advanced our agenda? What worked for the group? What made this meeting a success?”	Delta (▲): “What, if we ever did this meeting again, would we change to improve the results?”
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MEETING EVALUATION	
June 13, Area 1: Westside Community Center	
+ Held to the agenda.	▲ Have a planner here to answer questions.
+ Agenda on the board – everything laid out.	▲ Difficult to hear speakers. Need a microphone for presenters.
+ Use of cards – everyone has input into the process.	
June 13, Area 5: Tempe High School	
+	▲ Location should be closer to West side. Need one that is well lit with tables. Possibly the Holdeman Cafeteria or Gilliland.
+	▲ This location was hard to find – need big signs, put one on Administration.
+	▲ Some questions were left unanswered – be prepared – have a schedule of meetings.
June 15, Area 2: Westside Community Center	
+ Comment period	▲ Clarification of the meetings purpose
+ Citizen input	▲ Break into smaller groups – for those who are more reluctant to speak.
+ Facilitating comments	▲ Have a city representative that can answer substantive questions.
+ Good to see anybody here at all, that people have the heart to attend meetings.	▲ Offer free pizza – for big turn out.
June 15, Area 4: Tempe Woman's Club	
+ Good job facilitating – hope you remain on project.	▲ Meeting began before 10:30 a.m.
+ Plenty of notice on meeting.	▲ Plan should have been given out earlier.
+ Good job facilitating.	▲ Change your watch, it was fast.
+ Participants acted in a civil manner.	▲ No chocolate.
+ Good thing plan not handed out earlier.	▲ Some stakeholders don't feel welcome at the table.

+ Followed the agenda.	▲ Not everyone that needs to be at the table attended the meeting.
June 15, Area 6: Tempe High School	
+ Facilitator did an excellent job of conducting meeting, but we really came to hear something different.	▲ Signage – location. Postcard should say where specifically. The room was difficult to find.
	▲ We should notify our neighbors – this isn't a very good turnout.
	▲ Put a phone number on the postcards.
	▲ Have refreshments, door prizes, more publicity in newspapers, etc.

There was no meeting evaluation done for Area 3 on June 13.

VIII. Closing Remarks

The facilitators then thanked everyone for attending and stated that they would be notified of future meetings through their address on the sign-in sheets. Compiled minutes from the six community meetings will be placed on the City website: www.tempe.gov.

XI. Adjourn

The meeting was adjourned.

Respectfully submitted,

Carrie Cohill & Lance Decker
▲ LL Decker & Associates